

NOV 26 2001

U.S. PATENT & TRADEMARK OFFICE

INFORMATION DISCLOSURE CITATION

(Use several sheets if necessary)

Docket Number (Optional)  
30454-10

Applicant(s)  
Charles Young

Filing Date  
05/29/2001

Application Number  
09/870,201


Group Art Unit  
2671

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Technology Center 2600

U.S. PATENT DOCUMENTS							
*EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
SL		4,745,468	05/17/88	VON KOHORN	358	84	
SL		5,243,517	09/17/93	SCHMIDT et al.	364	419.2	
SL		5,855,008	12/29/98	GOLDHABER et al.	705	14	
SL		5,995,941	11/30/99	MAQUIRE et al.	705	10	
SL		6,134,531	10/17/2000	TREWITT et al.	705	10	
SL		US2001/0027410 A1	10/04/2001	UEDA	705	10	

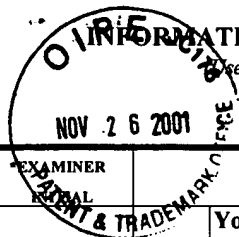
FOREIGN PATENT DOCUMENTS								
	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	Translation	
							YES	NO
SL		WO 01/18723 A2	15 MAR 01	PCT				

OTHER DOCUMENTS		(Including Author, Title, Date, Pertinent Pages, Etc.)
SL		Bolt, Richard A. "Conversing with Computers." Technology Review, vol. 88, Feb.-Mar. 1985, p. 34.
		Lohse, Gerald L. "Consumer Eye Movement Patterns on Yellow Pages Advertising." Journal of Advertising, vol. 26n1, Spring 1997, pp. 61-73.
SL		Krugman, Dean M. et al. "Do Adolescents Attend to Warnings in Cigarette Advertising?" Journal of Advertising, vol. 34n6, Nov.-Dec. 1994, pp. 39-52.
		Young, C. E. "Research as Teacher: A Heuristic Model for Pre-Testing TV Commercials." Advertising Research located at www.quirks.com, March 2001, pp. 22-27.

EXAMINER  


DATE CONSIDERED  
01/09/01


EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.



Docket Number (Optional) <b>30454-100</b>	Application Number <b>09/870,201</b>
Applicant(s) <b>Charles Young</b>	
Filing Date <b>05/29/2001</b>	Group Art Unit <b>NOV 2 8 67h01</b>

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EXAMINER		OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)
EXAMINER INITIAL & TRADEMARK OFFICE	INITIAL	Technology Center 2600
	SM	Young, C.E. et al. "Visual Connectedness and Persuasion." Journal of Advertising Research, March-April, 1992. Located at <a href="http://www.ameritest.org/education/journal/visualconnectedness.htm">www.ameritest.org/education/journal/visualconnectedness.htm</a> .
	SC	Young, C.E. et al. "The Visual Experience of New and Established Product Commercials." Advances in Consumer Research, vol. 18, 1997, pp. 545-549. Located at <a href="http://www.ameritest.net/education/journal/visualexperience.htm">www.ameritest.net/education/journal/visualexperience.htm</a> .
	SM	Young, C.E. et al. "Video Rhythms and Recall." Journal of Advertising Research, vol. 29, no. 3, June-July, 1989, pp. 22-25.
EXAMINER	SM	Young, C.E. et al. "Guidline: Tracking the Commercial Viewer's Wandering Attention." Journal of Advertising Research, June-July, 1987. Located at <a href="http://www.ameritest.org/education/journal/guidelines.htm">www.ameritest.org/education/journal/guidelines.htm</a> .

EXAMINER 	DATE CONSIDERED <b>01/02/09</b>
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